Message Text

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ACTION AF-06

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TAGS: BTIO, LI

SUBJ: PRIVATE TRADE OPPORTUNITY - SPECIAL HANDLING

- 1.765/01/P0042
- 2. 082775
- 3. B. PORTER
- 4. 765 LIBERIA
- 5. IDA
- 6A. CABLE OR WRITE TO--
- 6B. ETHELBERT COOPER, PRESIDENT

6C. AFROCO

P.O. BOX 1312

MONROVIA, LIBERIA

7. CABLE: AFROCO

8. NA

9. 104-11.

10. DESCIRPTION.

2911721-2000. LUBRICANTS. ESTIMATED ANNUAL SALES

POTENTIAL IN EXCESS \$2 MILLION.

2911721-1000. GREASES. ESTIMATED ANNUAL SALES POTENTIAL

IN EXCESS \$1 MILLION.

NEWLY-FORMED LIBERIAN-OWNED COMPANY INTERESTED IN IMPORTING AND ACTING AS AGENT FOR LIQUID LUBRICANTS AND GREASES. AS ONLY LIBERIAN OWNED DISTRIBUTOR FOR THESE PRODUCTS, BUYER WOUL HAVE ACCESS TO MAJOR CONCESSION (MINES, PLANTATIONS AND FACTORIES) MARKET, ESTIMATED TO BE IN EXCESS OF \$3 MILLION ANNUALLY FOR THESE PRODUCTS (LANDED VALUE). THIS BASED ON PROVUNCLASSIFIED

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VISION IN CONCESSION AGREEMENTS WITH LIBERIAN GOVERNMENT THAT

CONCESSIONS GIVE PREFERENCE TO LIBERIAN-OWNED FIRMS. BUYER IS INTERESTED IN CONTACTING AMERICAN FIRM AND ACTING AS AGENT FOR LUBRICANT PRODUCTS. BUYER ALSO PLANNING TRIP TO U.S. NEXT MONTH, AND WILLING DISCUSS PROPOSAL WITH INTERESTED FIRMS. PROMPT RESPONSES REQUESTED.

11. CRITERIA C; ALL LUBRICANTS NOW DISTRIBUTED IN LIBERIA BY FIVE (TEXACO, SHELL, MOBIL, RP AND AGIP) FOREIGN FIRMS.

COMMERCE SHOULD CONTACT OTHER FIRMS WHO MIGHT BE INTERESTED IN DEALING WITH AFROCO. AFROCO FORMED BY TWO ENERGETIC YOUNG BUSINESSMEN WITH SOLID CONNECTIONS AND THIRD SILENT PARTNER (PRESUMABLY HIGHLY PLACED IN BUSINESS AND GOVERNMENT). THEY FEEL THEY HAVE EXCELLENT CHANCE AT CONCESSION BUSINESS AND WISH TO DEAL WITH LARGE US OIL COMPANY, BUT NONE OF THOSE CURRENTLY OPERATING IN LIBERIA, AS LISTED ABOVE. BUYER INDICATED THAT IF U.S. COMPANIES RELUCTANT TO DEAL WITH AFROCO, FIRM WOULD QTE TURN TO EUROPEAN SOURCES UNQTE. INTERESTED FIRMS SHOULD RESPOND ASAP AND COMMERCIAL ATTACHE WILL PASS ON ANY RESPONSES IF REQUESTED.

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